TO: Interested Parties
FROM: NRCC
DATE: July 28th, 2025
RE: Making August Count

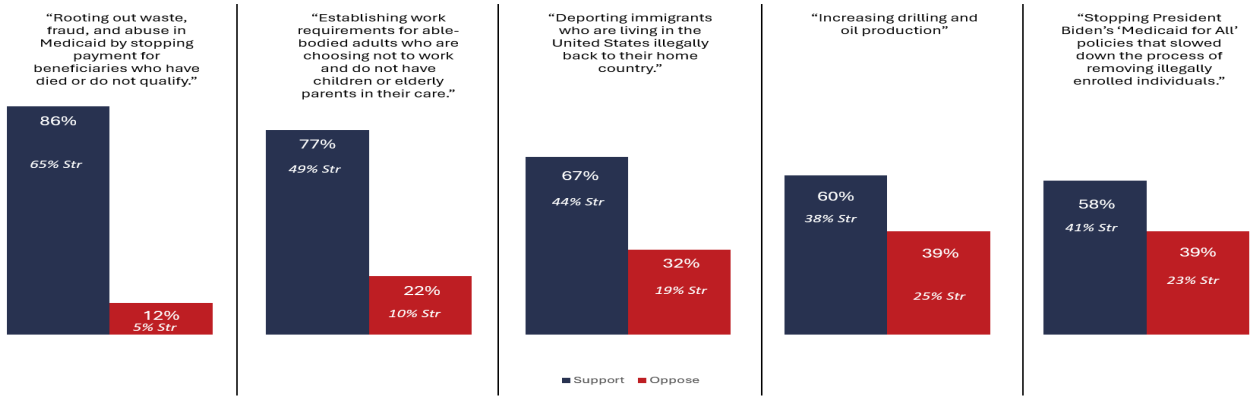
While the election is still more than a year away, this August in-district work period is an opportunity to go home and sell your work to your constituents. With the One Big Beautiful Bill signed into law by President Trump just a few weeks ago, this is a critical opportunity to continue to define how this legislation will help every voter and push back on Democrat fearmongering.

As you head back to your district, the NRCC has prepared the following guide to help you ensure you maximize your time. The NRCC is here to support you and your team. Whether you need messaging guidance, media prep, or strategy help, don't hesitate to contact our team.

Understand the Environment

The political environment has improved for Republicans even since the 2024 election. Voters see Democrats as elitist, out of touch, and indifferent to their everyday struggles, and polling backs that up. Their approval is at record lows.

Meanwhile, President Trump and House Republicans are putting working-class Americans first. The One Big Beautiful Bill set that image in concrete for the 2026 midterms, putting Republicans on offense and giving voters a clear, commonsense contrast in 2026. Now it's up to us to go on offense and show voters how every part of this bill is a big, beautiful win for working families.


"Rooting out waste, fraud, and abuse in Medicaid by stopping payment for beneficiaries who have died or do not qualify."
86%
65% Str
12%
5% Str
"Establishing work requirements for able-bodied adults who are choosing not to work and do not have children or elderly parents in their care."
77%
49% Str
22%
10% Str
"Deporting immigrants who are living in the United States illegally back to their home country."
67%
44% Str
32%
19% Str
"Increasing drilling and oil production"
60%
38% Str
39%
25% Str
"Stopping President Biden's 'Medicaid for All' policies that slowed down the process of removing illegally enrolled individuals."
58%
41% Str
39%
23% Str
Support
Oppose

Democrats are fearmongering about Republican efforts to strengthen Medicaid, but we can't let them control the narrative. Voters back Republicans' commonsense reforms:

- 86% support removing deceased/ineligible recipients
- 72% support work requirements
- 71% believe there is widespread fraud in Medicaid

The playbook is simple: focus on President Trump and House Republicans' efforts to improve voters' everyday lives and show the contrast with out of touch Democrats.

Define Your Message

Use your time in the district as an opportunity to sell our wins, especially those in President Trump's One Big Beautiful Bill. The more you can incorporate district-specific data and stories, the more compelling your message will be.

Be sure to highlight some of these top wins:

Tax Relief for Families and Workers:

- Saves families nearly $3,000 a year by making the Trump Tax Cuts permanent
- Boosts take-home pay by over $10,000 for median-income families
- Cuts taxes on tips, overtime, and car loan interest
- Increases the Child Tax Credit to $2,200
- Expands 529 plans, paid leave tax credits, and savings accounts

Prioritizing Americans Over Criminal Illegal Immigrants:

- Blocks 1.4M illegal immigrants from fraudulently using Medicaid
- Invests $170B in border security, including wall upgrades and more agents
- Funds 1M deportations and 10,000 new ICE personnel

Growing Main Street and Rural America:

- Preserves the 199A small business deduction: 1 million jobs, $750B growth
- Renews 100% expensing for factories/R&D: 6 million jobs, $284B growth
- Double Death Tax Exemption, protecting 2 million family farms
- Repeals Democrats' 1099-K gig worker rule; raises 1099-MISC to $2,000
- Revives Opportunity Zones: $100B investment in rural communities

Holding Elites Accountable:

- Ends $500 billion in Biden-era tax breaks for the rich, corporations, and China
- Eliminates tax breaks for illegal immigrants, requiring Social Security numbers for tax credits
- Increases taxes on woke university endowments and hedge fund-like nonprofits exploiting tax-exempt status

Draw a contrast with Democrats and opponents who support:

- Nearly a $3,000 tax increase for the average American family
- Cutting the Child Tax Credit by half for 40 million families
- 43.4% tax hike on 26 million small businesses
- Return of the death tax exemption for 2 million family farms
- Higher taxes on rural families, tipped workers, and hourly employees

Earned Media

Identify themes that you want to drive in your district that are relevant to your constituents: cutting taxes, securing the border, lowering costs, or facilitating local projects. Think of creative events that make your work in Congress tangible for voters:

- Host a small business round table to discuss critical tax cuts
- Visit a local hospital and discuss how you voted for no tax on overtime
- Stop by a restaurant to highlight your vote on no tax on tips
- Work the counter at a local store and chat about your work to lower costs
- Host a press conference with a major project as the backdrop to speak about your efforts to bring home funding for your district

Schedule in-person interviews with local media outlets. Plan appearances on local radio stations, television stations, and with newspapers across your district. Emphasize hyper-local outlets - small radio stations, local publications, or weeklies you may not be able to visit often due to time constraints. Pitch a specific angle about your work.

Using Your Resources

Combine digital, site visits, franking, op-eds, and letters to deliver a strong message.

- Digital: Have a staff member tasked with filming your events and taking pictures, then posting those to your social media channels. Think about digital-specific opportunities to take constituents inside your meeting: for instance, film a video

just after an event, directly to camera, capturing your initial reaction to the constituent feedback.

- Franking: Utilize your official office's capacity to amplify in-district events with targeted digital advertisements, mailers, radio advertisements, or other paid communications. Have a plan to follow up with voters over the following months, highlighting your in-district efforts during August.
- Op-eds: Identify a topic of concern for voters in your district and have an op-ed written and pitched to a local newspaper. If it is related to a specific theme or issue you want to drive during recess, time the op-ed's publication around a related district event you have planned that will also generate earned media coverage. This lets you expand on this coverage and fully articulate your position.
- Letter writing campaign: Submit letters to the editor highlighting your work on a specific issue. Time pitching those letters to the editor around a specific event or theme for a week that you choose to drive.
- Do floor speeches when back in DC to further recap August visits and email them to local outlets (include video and all recapping items), email in newsletters, and once again microtarget social media posts to relevant groups.

Collect Voter Stories and Concerns

Keep in mind, outreach is a two-way street. The feedback you receive from constituents during your time in the district is equally valuable as the message you are promoting to them. Design events and outreach in a way that is not simply talking at voters but engaging in a conversation with them.

- Supporting congressional work: The feedback you receive from voters can strengthen your legislative efforts back in Washington. Ask your voters what their problems are and how you can help; do not simply tell them.
- Collecting stories: Every minute in your district is an opportunity to share experiences with voters that you can incorporate into your broader campaign. If a mother in a grocery store stops you to complain about the price of groceries, incorporate her comments into future speeches and communications efforts.
- Promoting constituent work: Take the opportunity while in your district to promote your official office's constituent services capabilities. If there are compelling success stories that wish to share their experiences, seek to highlight those.
- Identifying surrogates: Keep track of voters who may be open to going on camera for you next year.

Stay on Offense and Push Back Aggressively

Be on watch for Democratic attacks during August and prepare to forcefully push back.

- Trackers: Democrats will likely employ trackers, paid political operatives with the sole purpose of tripping you up on camera. Do not engage with trackers or provide them with material they can use against you.
    - Have staff engage respectfully with trackers; they should not physically make contact, but disrupt their shot and record them too.
    - If you are on private property or at a closed event, security or building management can ask them to leave.
    - They are not reporters or constituents; you do not owe them a response.
- Television advertising: Liberal dark money groups or PACs may buy advertising to pressure you on different legislation or to spread lies about your record.
    - Do not let this distract you from driving your message.
    - If needed, prepare a forceful pushback to deploy if asked, but remember your mission: talk about your objectives on your terms.
- Other paid advertising: Democrats may pay for billboards, mobile truck-mounted billboards, or targeted digital campaigns to contradict your message. These are meant to harass you more than persuade your voters.
    - Do not let this distract you from driving your message. Stay focused on what voters care about, not Democrats trying to get under your skin.

The best defense is a good offense. If you have an aggressive game plan of events and messaging, focus your energy on executing that plan to perfection. Seek to drown out Democrats' efforts to knock you off message with a disciplined and compelling communications effort of your own.

Make August Count

A successful August recess starts with a smart strategy. Take time now to define the message you want to drive home in your district. Practice it. Perfect it. Then deliver it with purpose. Make sure your constituents know exactly how you're fighting for them and make August count.

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